



MARKET ENTRY: Mervyn's Chairman John F. Kilmartin and President Mark A. Cohen prepare to enter

the San Antonio market tomorrow with three new stores. A fourth and fifth store are also being considered.

Three may be charm for Mervyn's Officials negotiating for Central Park Mall location too

Mervyn's department stores, which will hold grand openings tomorrow for three new San Antonio stores, is negotiating to open a fourth store in Central Park Mall, company officials said during a luncheon yesterday at Southwest Craft Center.

Mervyn's also announced grants totaling \$43,500 to four local arts and social service agencies as part of its entry into the San Antonio market.

"We're diligently negotiating for a fourth site," Mervyn's Chairman John F. Kilmartin said. With no north central San Antonio store. "I guess you could say where the action is is where we ain't," he said.

Within three or four years, added Mervyn's President Mark A. Cohen, the company will open a fifth store, either in the northeast or southeast quadrants of the city.

Two of the new stores — at Windsor Park and Ingram Park malls — actually opened Tuesday, and the South Park Mall store was expected to open some time yesterday. Cohen said. Mervyn's invested \$6 million in the three buildings, and the annual combined payroll here is expected to be \$4.8 million.

Mervyn's pegs itself somewhere between Dillard's and Sears, Roebuck & Co. in pricing, Kilmartin explained, selling

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